



KSHB-TV

ORDER

Flight Dates **08/03/12-08/07/12**

Contract / Revision **306873 / TV NON 8387**

Original Date / Revision
08/02/12 08/02/12

Advertiser **Now or Never PAC**

Agency **Media Placement Technolog**

Buying Contact

**500 N Washington Street - Suite #3
Alexandria, VA 22314**

Product

TV NON 8387

Agency Com 15%

Billing Contact

**500 N Washington Street - Suite #3
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **8.3-8.7**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 65% Market Value 112692

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	35%	39442
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	26	\$62,262.50	\$73,250.00	264.00	07/30/12	08/07/12	26	\$62,262.50	\$73,250.00
Totals	26	\$62,262.50	\$73,250.00	264.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/06/12	08/07/12	OLY M-F 6a-9a Olympic Weekday Morning	CM	6a-9a	33-----	:30	6	\$850.00	P-1	8.00 NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	33-----		6		\$850.00		8.00				
N 2	KSHB	08/06/12	08/07/12	Oly Daytime Oly Daytime M-F	CM	Oly M-F Daytime	33-----	:30	6	\$900.00	FX	6.00 NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	33-----		6		\$900.00		6.00				
N 3	KSHB	08/03/12	08/06/12	M-Su Late News OLY M-Su Late News	CM	11-11:35p	1---111	:30	4	\$2,000.00	P-1	6.50 NM	4	\$7,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----111		3		\$2,000.00		6.50				
Week:		08/06/12	08/12/12	1-----		1		\$1,750.00		6.50				

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSHB	08/03/12	08/06/12	M-Su Late News OLY M-Su Late News	CM	11-11:35p	1---111	:30	4	\$2,000.00	P-1	6.50	NM	4	\$7,750.00
N 4	KSHB	08/03/12	08/06/12	Oly Prime M-Su Olympic Prime	CM	Various	M--FSS	:30	0	\$7,500.00	P-1	20.00	NM	6	\$45,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	----FSS		4		\$7,500.00		20.00					
		Week: 08/06/12	08/12/12	M-----		2		\$7,500.00		20.00					
N 5	KSHB	08/04/12	08/05/12	Oly Sa-Su Wknd DY Olympic Wknd Daytime	CM	9a-5p (9:00 AM-5:00 PM)	-----22	:30	4	\$2,500.00	FX	8.50	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	-----22		4		\$2,500.00		8.50					
Totals														26	\$73,250.00